SPONSORSHIP
IS
AMBASSADORSHIP

SPONSORSHIP TRAINING

- The Ingredients of Effective Sponsorship
- Sponsor Responsibilities
- Sponsorship Tools
- Relocation Resources
- Local Items of Interest/Concern

SPONSORSHIP TRAINING

- Being a sponsor is a demanding task, but the rewards for you, your organization, and the Air Force are immeasurable
- You are the most important aspect of sponsorship. How well you accomplish this task will depend on the success of the program
- Make contact, provide pertinent information, respond to the newcomers needs, and make a good first impression of the community, the installation and the unit
- Utilize the resources available on the installation and the local community
- What would you want someone to do for you
- These are the areas covered during the training

THE INGREDIENTS OF EFFECTIVE SPONSORSHIP

- **Communication**
- **Concern**
- **Creativity**

THE INGREDIENTS OF EFFECTIVE SPONSORSHIP

Our next two slides will address the effects of poor and good sponsorship

- **IMPORTANCE OF EFFECTIVE SPONSORSHIP**

The “3 Cs” of Effective Sponsorship

-- Communication - Provide information that is:

--- Accurate

--- Essential

--- Timely

-- Concern

--- Positive attitude

--- Helpfulness

-- Creativity (Your Ingenuity)

--- For example, send pictures of the work center with the personnel “hard” at work and “hard” at play

EFFECTS OF POOR SPONSORSHIP

- Negative Impact on Mission Readiness
- Negative Perception of Unit Support
- Negative Reaction
- Negative Impact on Relocation Process

EFFECTS OF POOR SPONSORSHIP

- **Poor sponsorship is often "Too Little---Too Late"**
  -- This is the results of:
  --- Lack of communication
  --- Inaccurate or insufficient information on unit, base, and community resources
  --- Poor responsiveness
  -- Decreased productivity, efficiency and mission readiness
  --- Unavailable for work
  --- Distraction from duties
  --- Safety concerns
  -- Research tell us that people feel most accepted when the support comes from their unit
  --- As a sponsor, you represent your unit

EFFECTS OF POOR SPONSORSHIP

-- Increases possibility of adverse impact of relocation and heightens likelihood of negative reaction

--- Financial burden

--- Early return of dependents

--- Unmet family needs (e.g. housing, employment, SNI, etc.)

--- Tension/frustration

--- Domestic violence

--- Poor perception and disillusionment

EFFECTS OF GOOD SPONSORSHIP

- Eases Transition
- Reduces Culture Shock
- Increases Productivity
- Cultivates Unit Cohesiveness
- Improves Morale

EFFECTS OF GOOD SPONSORSHIP

- **Relocation can be one of the most stressful aspects of military life. Moving oneself, one's family, and all of one's worldly good from one location to another can be a trying experience. Even the most adventurous people, especially family members, with the best attitudes experience increased stress. A good sponsor can make a tremendous difference in how a newcomer adjusts to life at their new installation. Attitudes toward a new assignment, work, co-workers, and the community are formed prior to and shortly after arrival at a new duty station. As a sponsor you can offer a friendly hand to DoD personnel and their families. Good sponsorship promotes resilience and adaptation.**

You are an Ambassador for your Organization

- **Sponsorship is a commander’s program - you are acting on his/her behalf**
- **Your actions will directly reflect on your Commander and your unit**
- **Tackle your sponsorship duties with all the enthusiasm and professionalism!**

Our people deserve it!!

SPONSORSHIP IS UNDERSTANDING THE NEEDS OF THE NEWCOMER

- **The needs of each newcomer will be different, so you must find out what those needs are and then respond to them. It's not good enough to just say "let me know what you need,"… Good sponsorship is proactive!**
- **As a sponsor, you provide the personal touch.**
- **Personalize your approach to your style and the newcomer's needs.**

  -- Listen

  -- Be responsive

  -- Be honest, yet positive in your perspective

  -- Allow the newcomer to draw his/her own conclusions
- **And make sure you follow through!**

RESPONSIBILITIES OF SPONSOR

- **The primary responsibility of the sponsor is to assist newly assigned personnel and their families as they transition into their new community.**
- **It is appropriate that sponsor be matched with the newcomer as closely as possible; I.e., it would be better to have a married individual sponsor an inbound family, and a single sponsor to a single newcomer. It is important to try to match rank and occupation as closely as possible. The supervisor should not be the sponsor for the newcomer.**
- **It is also critical that nothing interferes with your sponsor duties. If, for one reason or another, you don't feel you can perform your duties as a sponsor, contact your supervisor, explain your circumstances and ask to be relieved. If necessary he/she will coordinate with unit intro monitor to identify a different sponsor.**
- **Think about how you would like to be treated if you were arriving.**

DUTIES OF SPONSOR

- Contact Incoming Member
- Send Sponsor Package/E-Mail Package
- Provide Information
- Confirm Transportation and Lodging Arrangements
- Assist with the Settling-in Process

DUTIES OF SPONSOR

- **BEFORE ARRIVAL:**

  - Contact individual with a phone call, fax, E-mail, etc… within 2 working days of appointment.

  - Encourage incoming member to contact the Relocation Assistance Program at the Family Support Center at current location.

  - Find out during initial contact if the newcomer and family have any special needs. Sometimes newcomers don't know what they need, so when they answer "nothing" be suspicious, but don't go overboard. Use Newcomers Need Assessment Checklist in Sponsor's Guidebook. Be sure to follow up.

  - Send sponsor package and letter within 5 working days of assignment.

  - Think about special "must know" information that is needed.

- **AFTER ARRIVAL:**

  - Provide newcomers and families support until they get settled in. The Family Support Center can provide assistance with unique needs and circumstances. The Family Support Center should be their 'first' stop.

FAMILY ISSUES

- - Recognize the diversity of needs.
- - Remember - you are a sponsor for the entire family.
  -- Invite your family to participate
  --- Gives the family opportunity for new friendships
  --- Opens another avenue for communication (pen pals)
  --- Allows the newcomer to feel a sense of community
- - Encourage all members of sponsoree's family to participate in the programs available at the Family Support Center.

SPONSORSHIP TOOLS

- **Sponsor Package**
- **Sponsor’s Guidebook**
- **Air Force Crossroads (www.afcrossroads.com)**

SPONSOR PACKAGE CONTENT

- Personal Letter
- Unit Information
- Relocation Information Letter
- Information Requested by Newcomer

SPONSOR PACKAGE CONTENT

- - A Sponsor Package contains information that a newcomer needs prior to arrival. A Welcome Package contains materials that the newcomer may like to have upon arrival and such packages are available from the Relocation Assistance Program at the Family Support Center.
- - Due to cost constraints and the introduction of Air Force Crossroads, sponsor packages are no longer the monsters they used to be!!
- - Sponsorship packages must be mailed to incoming member within 5 working days of appointment as sponsor.

SPONSOR PERSONAL LETTER

- Introduce Yourself and Family
- Give Arrival Instructions
- Address any Special Interests or Needs of Incoming Member

SPONSOR PERSONAL LETTER

- **Tailor the letter to what the newcomer needs to know.**
  -- Use personal tone; write as if you were sending a letter to a friend.
- **Letter should include, but is not limited to the following:**

  -- Congratulate the newcomer on their assignment to your base. Mention that you have been appointed as their sponsor and point of contact until they have settled in.

  -- Tell newcomer a little about yourself and if you are single or married (give spouse name). Give names and ages of any children you have living with you.

  -- Mention how long you have been stationed at your base, a little about the mission and their work center.

  -- Encourage newcomer to call and/or write to you.

  -- Ask newcomer if there are any questions or special concerns that you may help with.
- **- Encourage newcomer and family to participate in pre-departure programs at losing installation.**
- ***SEE SPONSOR'S GUIDEBOOK FOR MORE DETAILS***

UNIT INFORMATION

- - Unit information will at the minimum consist of the commander's letter unless it is mailed separately.
  -- Mission
  -- Commander and First Sergeant
- - Duty Section Information (Points of Contact and phone numbers)
  -- Duty section supervisor
  -- Immediate supervisor (if different from duty section supervisor)
  -- Location
  -- Duty assignment
  -- Duty hours
  -- Uniform requirements

RELOCATION INFORMATION LETTER

- **This letter is prepared and provided by your installation Relocation Assistance Program Manager. This letter will identify relocation services available at both losing and gaining installations. (See sponsorship package)**

AIR FORCE CROSSROADS

- **AN ABSOLUTE MUST**
- **DoD-wide program**
- **Base & Community Information**
- **Availability**
- **Updated Quarterly**

AIR FORCE CROSSROADS

✦- The following information is available in the SITES BOOKLET

-- Installation
--- Must Know Items
-- Local Community
-- Education
-- Employment
-- Medical and Dental
-- Housing
-- Relocation Services
--- Household Goods
--- Pets
-- Support Services
--- Emergency Assistance
-- Child and Teen Services
-- Survival Tips for First Termers
-- Installation Statistics

- Air Force Crossroads is available from:
-- Any DoD Family Support Center
-- World Wide Web www.dmdc.osd.mil/sites/)

OUR JOB
IS TO HELP YOU
DO YOUR JOB

Remember - no one expects you to be a relocation expert. You can get expert assistance by contacting the Relocation Assistance staff (Daniel Wells or Royce Williams, ext 6-3453) in the Family Support Center Annex(Bldg 945). If they don't have the answer, they will find someone who does. They are the expert and they are there to help YOU.

RELOCATION RESOURCES

- DoD Family Centers are available at all installation with 500 or more military members assigned.
- The Robins AFB Family Support Center Annex is located in Bldg 945, and is open Monday through Friday, 0730-1630. Call 926-3453 to make an individual appointment.
- The Housing Office is located in Bldg 274. Call 926-3776 for current information on RAFB on-base housing availability and housing privatization information.
- The Services Division includes the following:

- Aero Club Bldg 186 926-4867
- Base Restaurant 926-6972
- Bowling Center Bldg 908 926-2112
- Civilian Recreation Bldg 986 922-4415
- Child Development Centers
  - West Bldg 946 926-3080
  - East Bldg 943 926-5805
- Enlisted Club Bldg 956 926-4515
- Family Child Care Bldg 767 926-6741
- Fitness Center Bldg 827 926-2128
- Food Services Bldg 757
- Library Bldg 905 327-7379
- Lodging Bldg 557 926-2100
- Officers' Club Bldg 542 926-2670
- Outdoor Recreation Bldg 986 926-4001
- Pizza Depot Bldg 767 926-0188
- Skills Development Center Bldg 984 926-5282
- Smith Community Center Bldg 767 926-2105
- Teen Center Bldg 942 926-5601
- US Army Veterinary Services Bldg 703 327-8448
- Youth Center Bldg 1021

FAMILY SUPPORT CENTER RESOURCES

- **Relocation Assistance has one computer for customer use.**
- **Information and Referral in the Resource room has six computers for customer use.**

FAMILY SUPPORT CENTER RESOURCES

Losing Installation

-Air Force Crossroads
-Computerized mapping service
-Pre-departure briefing/counseling
-Loan Closet
-Installation Video
-E-mail (FAMNET)
-Readiness Training

Gaining Installation

-Loan Closet
-Newcomer's Package
-Newcomer's Briefing
-Newcomer's Tour/Visit
-Kid's Programs
-Airmen's Attic

Information and Ref

-Child care referral
-Social Services
-School administration offices
-Special needs informa

FAMILY SUPPORT CENTER RESOURCES (Continued)

Financial Programs
-Personal Financial Management Program (PFMP)
-Move Assistance Program (MAP)
-Air Force Aid Society (AFAS)

Career Focus
-Resumes can be sent in advance
-Family Employment Information

Volunteer Programs
-Paid Child Care
-Work experiences

Family Life
-Life coping skills training
-Stress Management

OTHER BASE AGENCIES

- Housing Office
- Discuss local housing situation
  - Waiting time - call the Housing Office (926-3776) for current waiting times.
  - Housing Prices for purchasing and renting.

COMMUNITY RESOURCES

- **Child care referral**
  - Family Day Care Coordinator (926-6741)
- **Social Services**
  - Dept of Family and Children's Services (929-6700)
  - Food Stamps (929-6700)
  - WIC (542-2022)
  - Right From The Start Medicaid (RMS) Outreach Program (329-4726)
- **School administration offices**
  - Houston County Board of Education (988-6200)
  - Base Schools Office (926-3671)

LOCAL ITEMS OF CONCERN

- **Housing**
- **Medical**
- **Post Office**
  - Newcomers may request a Warner Robins PO Box at their current location.
  - Tell Post Master at current location that they want to rent a box in Warner Robins, GA **31088-9998.**
  - Cost: #1 size - $19 - 6 months
    #2 size - $34 - 6 months
- **School administration offices**
  - Houston County Board of Education (988-6200)

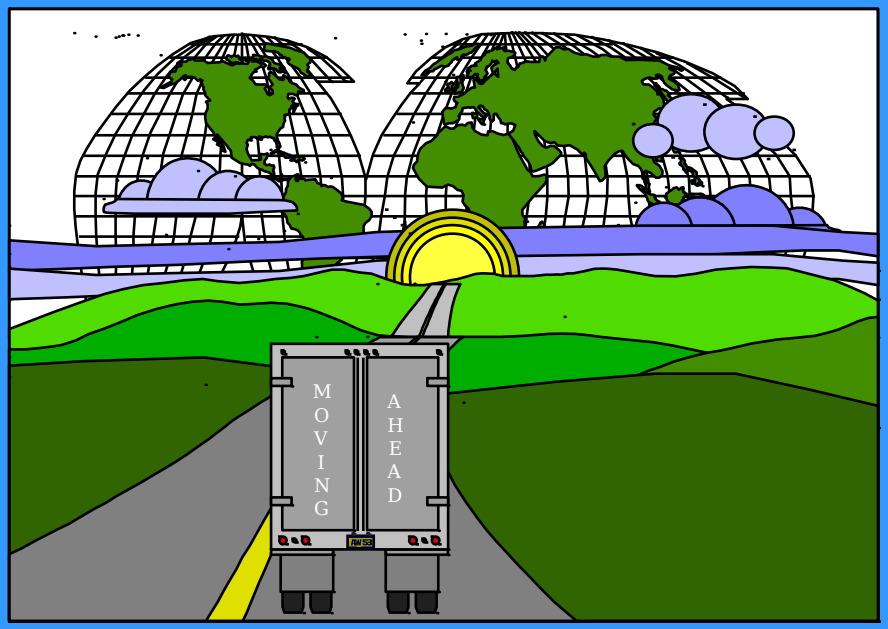
LOCAL ITEMS OF CONCERN

- Waiting list for housing
- Variable Housing Allowance
- TRICARE

“You can make a difference!”

You will represent the first glimpse this new team member, and possibly his or her family, will have of this unit and installation. The impression you make will be a lasting one, and it is critical that it reflects the care and concern all members of our team deserve.

Relocation Assistance Program (RAP)



COMMITTED TO RELOCATION EXCELLENCE